



Freelancing

Developing a Freelance Career in the Media

Task 2 - Have You Got What It Takes?

Objective

To evaluate and audit your capabilities and allow you to identify the areas where you will need to seek further advice or training. The purpose of this task is to stimulate your thoughts about your own areas of competence, your motives and values. It is designed to activate your thinking and prepare you for further research.

Aims

- On completing these tasks you will have:
- A further understanding of the personal qualities needed to sustain a career as a freelance in the media industries.
 - An understanding of planning and self-development as a key to a sustainable and successful career.
 - An awareness of funding and training schemes.

Instructions

Print out this worksheet, and work through the checklist overleaf. Circle the answers that equate to your understanding of your own preferences. Think carefully about your response and if you feel you possess the skill or quality, or can see a solution, include an example of when you used it, or what it was.

Finding an example will enable you to judge how you actually perform, rather than how you would like to see yourself. The example could be positive or negative, either when you have enjoyed working on your own, or when you have found it difficult. It will be better to confront and improve any areas of difficulty now, than once you are depending on your own resources and abilities to provide your income. Being realistic now will help you build something you can sustain.

Example

Do you like working on your own?	Always	Sometimes	Occasionally	Never
Example:	When I am scriptwriting I need to be on my own, but I need other people to brainstorm with in the planning stage			
Can you work long hours?	Always	When Required	Occasionally	Does not appeal

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Worksheet, part 1

Do you like working on your own?	Always	Sometimes	Occasionally	Never
Example:				
Can you work long hours?	Always	When required	Occasionally	Does not appeal
Example:				
Do you put the demands of work above security, family commitments, holiday etc?	Every time without question	I try not to, but usually do	I try not to but occasionally do	Definitely not
Example:				
Do you have stamina and persistence? Can you work at a fast pace?	Always	Most of the time	Occasionally	Never
Example:				
If the business struggled financially for 5 years, would you be able to keep going?	Yes, easily	Yes, fairly easily	Yes, with difficulty	No
Example:				
Is financial success a key factor in your achievements to date?	Completely	Mainly	Partly	Not at all
Example:				
Do you like a work routine that is fairly predictable?	Comfortable and happy with routine	Enjoy occasional diversion	Enjoy some variety and unpredictability	Feel constrained by routine
Example:				
Are you thought of as a survivor?	Always	Usually	Sometimes	Never
Example:				

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Worksheet, part 2

If you are in a tight corner are you able to come up with an original solution?	Am very good under pressure	Usually find a solution	Occasionally find a solution	Don't have my best ideas under pressure
Example:				
Do you keep going until a task is complete?	Always	Usually	Sometimes	Occasionally
Example:				
Are problems a challenge? Do you like being stretched and given new problems?	Always	Usually	Sometimes	Never
Example:				
Can you live with insecurity about job and income?	Yes, easily	Yes, fairly easily	Yes, with difficulty	No
Example:				
Are you self-confident?	Yes, very	Yes, usually	Sometimes lack confidence	No
Example:				
How do you view failure?	As an opportunity to learn	As a disappointment	As a setback	As a disaster
Example:				
Do you ask for comments on your performance so that you can improve?	Always	Usually	Sometimes	Never
Example:				
Do you believe your success will dependent on outside factors?	Strongly disagree	Disagree	Agree sometimes	Always agree
Example:				

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Worksheet, part 3

Do you like being the leader in situations where you can be assessed?	Very much	Quite a lot	Not really	Not at all
Example:				
Are you good at finding the right person or source to help you achieve?	Very good	Quite good	Not very good	Poor
Example:				
Do you recognise when you need help?	Always	Usually	Sometimes	No
Example:				
Do you set your own high standards to compete against?	Always	Usually	Sometimes	Rarely
Example:				
What sort of risks do you prefer taking?	Calculated risks	High risks	Low risks	Seldom take risks
Example:				
Can you identify which decisions are important and which are not?	Always	Usually	Sometimes	No
Example:				
Can you prioritise effectively?	Always	Usually	Sometimes	Rarely
Example:				
Can you delegate to others?	Yes, when appropriate	Yes, sometimes	With difficulty	No
Example:				

Worksheet, part 4

Can you organise your time effectively and hit deadlines?	Always	Struggle but always hit the deadline	Occasionally miss due to lack of organisation	Poor record of being organised
Example:				

Evaluation

When your answers have been evaluated, you should have:

- An idea of your competencies, abilities and qualities
- An indication of areas for further development
- A notion of your suitability to run a business or sustain a freelance career.